



WDAF-TV

ORDER

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Flight Dates 10/30/12-11/06/12Contract / Revision 571581Original Date / Revision
10/29/12 / 10/29/12Advertiser Martin/R/AG/MOAgency Smart Media Group LLCBuying Contact814 King Street
Suite 400
Alexandria, VA 22314Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
ED MARTIN FOR MOAgency Com 15%Billing Contact814 King Street
Suite 400
Alexandria, VA 22314Sales Office DC-MSales Region NATAgency RefOrder Sep 00:15:00Estimate # C30N06Alt Order # 09804597Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes SP-POL CAN GENProduct Codes PL11aPriority 3Advertiser Ref

Order Share 20% Market Value 0

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	0
KCWE	%	0
KMBC	30%	0
KMCI	%	0
KPXE	%	0
KSHB	19%	0
KSMO	%	0



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Contract / Revision 571581 /

Original Date / Revision
10/29/12 10/29/12

Advertiser Martin/R/AG/MO

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Product
ED MARTIN FOR MO

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C30N06

Alt Order # 09804597

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL11a

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 96500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	29915
KCWE	%	0
KMBC	30%	28950
KMCI	%	0
KPXE	%	0
KSHB	19%	18335
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	47	\$16,405.00	\$19,300.00	0.00	10/29/12	11/06/12	47	\$16,405.00	\$19,300.00
Totals	47	\$16,405.00	\$19,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/30/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1		\$200.00		0.00			
2	4	10/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1		\$200.00		0.00			
3	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1		\$200.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	4	11/02/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$200.00		0.00			
5	4	11/05/12	11/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$200.00		0.00			
6	4	11/06/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$200.00		0.00			
7	4	10/30/12	10/30/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$200.00		0.00			
8	4	10/31/12	10/31/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$200.00		0.00			
9	4	11/01/12	11/01/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$200.00		0.00			
10	4	11/02/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$200.00		0.00			
11	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$200.00		0.00			
12	4	10/30/12	10/30/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$250.00		0.00			
13	4	10/31/12	10/31/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$250.00		0.00			
14	4	11/01/12	11/01/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															

Contract / Revision 571581 Flight Dates 10/30/12-11/06/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N34	4	10/30/12	11/03/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-TWTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4		\$100.00		0.00			
N35	4	11/05/12	11/06/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MT-----	:30	2	\$100.00	3	0.00	NM	2	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2		\$100.00		0.00			
N36	4	10/30/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-TWTF--	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				1		\$375.00		0.00			
N37	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 7A SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1		\$200.00		0.00			
N38	4	11/04/12	11/04/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$125.00	3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1		\$125.00		0.00			
N39	4	11/04/12	11/04/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1		\$800.00		0.00			
N40	4	11/04/12	11/04/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1		\$400.00		0.00			
N41	4	10/31/12	10/31/12	X Factor Wednesday FOX X Factor	CM-All	7-9p	--W----	:30	2	\$1,800.00	3	0.00	NM	2	\$3,600.00
X FACTOR RESULTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				2		\$1,800.00		0.00			
Totals														47	\$19,300.00